



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Marketing-Information Management

INTERNATIONAL MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Assess marketing-information needs.
2. Identify data monitored for marketing decision making.
3. Describe methods used to design marketing research studies.
4. Describe data-collection methods.
5. Explain the concept of market and market identification.

CASE STUDY SITUATION

You are the director of research and development and the director of branding for BRICK PLAY, a line of plastic brick toys that are used by children for construction. BRICK PLAY has been in business since the 1950s and has become the most recognized brand in North and South America.

BRICK PLAY has several toy sets that feature different quantities of interlocking pieces. There are toy sets marketed to children as young as three years old and other more complicated toy sets marketed towards children ages fourteen years old and older. Many adults enjoy putting together the BRICK PLAY toy sets as well.

The BRICK PLAY toy sets are assembled to create robots, vehicles, buildings and other objects. All of the creations can be taken apart and then reassembled or used to make a different object. BRICK PLAY has two types of toy sets: homegrown product lines and licensed product lines. The homegrown product lines consist of generic creations, such as a robot, a vehicle or a house. The licensed product lines use popular movies, comic books and animated series as themes for the toy sets. The licensed products range from animated series marketed to young children to comic book themed toy sets that are marketed to older teens. BRICK PLAY toy sets range in price from \$7.99 for a small homegrown set to over \$300.00 for a large licensed set.

BRICK PLAY has been extremely profitable in both North America and South America. The global vice president wants to look into entering the Middle Eastern market but is unsure if the play sets will be successful. The global vice president is unsure of where in the Middle East to initially enter, and whether the toy sets will be desirable to both young children and older children. The global vice president is also concerned about the popularity and price sensitivity of the licensed product lines. Before the company enters the Middle Eastern market, the global vice president has asked you to develop an outline for marketing research that can be done prior to ensure success.

YOUR CHALLENGE

The global vice president of BRICK PLAY wants you to create an outline of the marketing research to be done for the Middle East market. The vice president wants the outline to include the following:

- Target market within the Middle East
- Specific data desired (list of questions or information needed)
- Sampling plan
- Method of research
- Length of study

You will receive 2-3 questions from the judge pertaining to the case situation.



INTERNATIONAL MARKETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
State/Provincial Event 1

I.D. Number: _____

INSTRUCTIONAL AREA
Marketing-Information Management

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Assess marketing-information needs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify data monitored for marketing decisions making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe methods used to design marketing research studies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe data-collection methods?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						